

**What is claimed is:**

1. An Internet shopping system for buying and selling a product manufactured by a maker at a shopping site, comprising:

a maker side Web server supplied to the maker and distributing Web instruction manual data, regarding the product, created by HTML and animation data via the Internet;

a merchant side Web server supplied to a merchant buying the product from the maker for sale and connected to the maker side Web server via the Internet, the merchant side Web server having a storage device that stores the Web instruction manual data in HTML format and the animation data each distributed by the maker side Web server; and

information equipment supplied to a consumer, of the product offered for sale at the shopping site set up on the merchant side Web server, and connected via the Internet to the maker side Web server and to the merchant side Web server, the information equipment having a display device on which a home page containing the Web instruction manual is displayed,

wherein, in response to a request from a user for operation check on the product offered at the shopping site, the information equipment reads in via the Internet the Web instruction manual data in HTML format and the animation data each stored in the merchant side Web server and displays animated Web instruction manual on the display device based on the Web instruction manual data and the animation data, so that the user can view the animated Web instruction manual to easily understand the operation and usability of the product.

2. The Internet shopping system according to claim 1,

wherein the information equipment further includes an information equipment side storage device that stores a Web browser as a program for display of the home page containing the Web instruction manual and a plug-in for display of animation on the display device via the Web browser; and

wherein, when starting up, the information equipment reads the Web browser and the plug-in stored in the information equipment side storage device, and in response to the request from the user for operation check on the product offered at the shopping site, the information equipment displays the animated Web instruction manual on the display device via the Web browser and the plug-in based on the Web instruction manual data in HTML format and vector graphics data as the animation data, each of which is read from the merchant side Web server.

3. An Internet shopping system for buying and selling a product manufactured by a maker at a shopping site, comprising:

a maker side Web server supplied to the maker and having a storage device that stores Web instruction manual data, regarding the product, created by HTML and animation data, the maker side Web server distributing the Web instruction manual data and the animation data via the Internet; and

information equipment supplied to a consumer, of the product offered for sale at the shopping site set up on the maker side Web server, and connected to the maker side Web server via the Internet, the information equipment having a display device for display of a home page containing the Web instruction manual,

wherein, in response to a request from a user for operation check on

the product offered at the shopping site, the information equipment reads in via the Internet the Web instruction manual data in HTML format and the animation data each stored in the maker side Web server and displays animated Web instruction manual on the display device based on the Web instruction manual data and the animation data, so that the user can view the animated Web instruction manual to easily understand the operation and usability of the product.

4. The Internet shopping system according to claim 1, wherein the information equipment is a client computer.

5. The Internet shopping system according to claim 2, wherein the information equipment is a client computer.

6. The Internet shopping system according to claim 3, wherein the information equipment is a client computer.

7. The Internet shopping system according to claim 1, wherein the information equipment is a personal digital assistant.

8. The Internet shopping system according to claim 2, wherein the information equipment is a personal digital assistant.

9. The Internet shopping system according to claim 3, wherein the information equipment is a personal digital assistant.

10. A merchant side Web server supplied to a merchant of a product manufactured by a maker, comprising:

a receiver that receives via the Internet Web instruction manual data, regarding the product, created by HTML and animation data from a maker side Web server supplied to the maker;

a storage device that stores the Web instruction manual data and the animation data each received by the receiver; and

a transmitter that, in response to a request, from information equipment supplied to a consumer of the product offered for sale at a shopping site set up on the merchant side Web server, to transmit operation information on the product offered at the shopping site, transmits the Web instruction manual data in HTML format and the animation data, each stored in the storage device, to the information equipment via the Internet.

11. A combined television/Internet system comprising:

a maker side Web server supplied to a maker and distributing Web instruction manual data, regarding a product manufactured by the maker, created by HTML and animation data via the Internet;

a merchant side Web server supplied to a merchant buying the product from the maker for sale and connected to the maker side Web server via the Internet, the merchant side Web server having a storage device that stores the Web instruction manual data in HTML format and the animation data each distributed by the maker side Web server; and

a WebTV supplied to a consumer of the product offered for sale at a shopping site set up on the merchant side Web server, the WebTV having a television connected to an image reproduction apparatus that reproduces images recorded on a recording medium and a set-top box for connection between the television and the Internet,

wherein, in response to a request from a user for operation check on the product offered at the shopping site, the television set causes the set-top box to read in via the Internet the Web instruction manual data in HTML format and the animation data each stored in the merchant side Web server and displays animated Web instruction manual on a screen of the television based on the Web instruction manual data and the animation data.